

## ***Topic: Communication:***

These focus groups discussed topics around the communication of the Division of Disability and Rehabilitative Services (DDRS) with its stakeholders. The purpose of this discussion was to identify the strengths and weaknesses of the communication strategies currently utilized and to receive feedback about ways to improve.

### ***Questions discussed during the forum:***

1. What is DDRS doing well in relationship to communication?
2. What communications strategies should DDRS use moving forward?
3. How should DDRS share information regarding new initiatives and projects?
4. What are suggestions for effective methods of communication?

### ***Next Steps:***

- DDRS will update the website in multiple areas to reflect the feedback given
- DDRS will work with stakeholders to determine how to make communications more “family friendly”
- Other social media avenues will be explored with FSSA communications to articulate projects, announcements etc.

## **Feedback:**

### Positive Communication Results:

- DDRS does a great job sending out timely announcements and working hard to change the perception of not working collaboratively.
- Providers are now receiving quick responses as promised, e.g. via e-mail.
- Weekly reports/updates of new people being served on Medicaid Waiver are helpful.

### Strategies moving forward:

- Designate point person for questions in Central office to help ensure consistency of message.
- Information (such as announcements, updates that affect providers/clients, policies) received from different field offices should be consistent. There are times when the answer Providers/Consumers receive depends on the local office they contact.
- Provide simpler versions of Provider announcements to families. Material is often difficult to understand – it is often complex and rather complicated. Trying to make sure that information is communicated in an understandable format for everyone.
- Website is lacking and could be improved and better organized.

### New initiative communication:

- Provide summary of announcements in simple format on a splash page on DDRS website.
- Send out announcements and then follow up with a webinar
- Director to prepare an article regarding the new initiative and send to Providers to include in their publications/newsletters.

### Effective methods of communication:

- Prepare and provide information/packet specifically for new families served.
- On website, include staffs’ job titles/area with their name. This information will make it easier for people to find the right contact.
- Social media (Facebook, Twitter, etc) for updates on general, non-confidential information.
- Webinar
- YouTube